



CITY OF ANN ARBOR, MICHIGAN

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www.a2gov.org

PRESS RELEASE

For Immediate Release

New Recyclebank web site offers easy, free, immediate registration and rewards

ANN ARBOR, Mich., Feb 15, 2011 — Have you checked out the new Recyclebank? It's now faster and easier than ever for everyone to join and get rewards! Recyclebank's free registration at Recyclebank.com is easy, immediate, and provides everyone with the opportunity to earn rewards points to use at local and national venues. Plus, City of Ann Arbor residents in single-family and duplex homes are able to earn additional rewards points every week just for recycling—calculated at 2.5 points for every pound of recyclables collected that day and divided among the recycling carts set at the curb along the neighborhood route. For more information, please visit www.Recyclebank.com or phone 1.888.727.2978.

A few aspects of the new web redesign include improvements in the following key areas:

- **Instant registration at Recyclebank.com:** The registration process is streamlined in order to make it easier than ever to register with Recyclebank. No special activation codes are needed to sign up and get started. Everyone will be able to register at www.Recyclebank.com with just their name, email, password and zip code. After a quick e-mail validation, you're in! Users can also register in one quick step with their Facebook username and password.
- **Reward points for recycling:** Ann Arbor residents in single-family and duplex homes are also eligible to add "Home Recycling" as a way to earn points based on their participation in the weekly recycling collection program.
- **Reward Redemption:** The new web site makes it easier than ever for members to choose rewards. Some of the key improvements include search capability within specific reward categories, the ability to filter searches according to brand, point value, or how the reward is fulfilled—from mailed, to online to Print At Home. After ordering Print at Home rewards, members can print their rewards from their personal printer with the click of a button.
- **Earn Opportunities:** The new site provides easier access to additional ways for all members to earn points for a variety of green actions. In addition to points for recycling at home, members will be able to earn points for other actions like learning about green actions by watching videos and taking quizzes, referring a friend, and using point campaigns, like points offered on Kashi cereal boxes where members can get points by pledging to recycle the box.

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According to Recyclebank Regional Account Manager Duane Maladecki, “The latest web expansion represents the first in a series of steps Recyclebank will be taking to enhance the way consumers interact with the web site.”

What is Recyclebank? Recyclebank is a rewards program that motivates people to take greener actions, like recycling, by rewarding them with points. These points can be redeemed on Recyclebank.com for rewards from local and national retailers, restaurants, grocers, and more. Recyclebank currently provides service to more than one million people across the U.S. and the U.K. and has been recognized with a number of awards including one from the United Nations Environmental Programme. In July, 2010, Ann Arbor became the third city in Michigan to implement Recyclebank, following Rochester Hills and Westland.

Local Ann Arbor businesses offering rewards include: Ann Arbor Brewing Company, Downtown Home & Garden, Olga's Kitchen, Plum Market, Village Apothecary, Stucchi's, Silvio's Organic Pizza, Zingerman's Deli, Cottage Inn Pizza, People's Food Co-op, City of Ann Arbor Parks & Recreation, and Recycle Ann Arbor's Drop-Off Station. There are hundreds of national rewards as well. Brands and retailers include: Whole Foods, Stonyfield, Nature Made, Coca-Cola, Odwalla, Bed Bath & Beyond, Fancy Feast, Seventh Generation, Method, and more. Recyclebank members can also opt to donate their points to grant projects in schools through the Recyclebank Green Schools Program.

For more information on Recyclebank, please visit www.Recyclebank.com or phone 1.888.727.2978. For 24-hour information on the city's solid waste services, please phone 99-GREEN or consult the city's web site at www.a2gov.org/recycle.

Ann Arbor has 114,000 residents, spans 27.7 square miles, and is frequently recognized as a foremost place to live, learn, work, thrive and visit (www.a2gov.org/news). To keep up with City of Ann Arbor information, subscribe for e-mail updates (www.a2gov.org/subscribe), follow us on Twitter (<http://twitter.com/a2gov>) or become a city fan on Facebook (www.facebook.com/thecityofannarbor). The city's mission statement reads: The City of Ann Arbor is committed to providing excellent municipal services that enhance the quality of life for all through the intelligent use of resources while valuing an open environment that foster fair, sensitive and respectful treatment of all employees and the community we serve. ###